

How to Drive Student Success Through Personalization and Collaboration



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How to Drive Student Success Through Personalization and Collaboration

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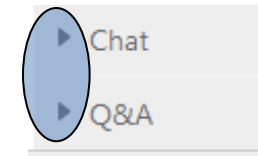
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The Current Student Success Landscape



**Increasing
Priority**



**Changing
Definition**



**Student
Journey**



**It Takes a
Village**

Student Success is Not One Size Fits All

Empower the **student** in his/her experience through **personalization**:

Intrusive Advising

- ▶ Consider individual goals/needs
- ▶ Communication is crucial

Guided Pathways

- ▶ Provide a starting point
- ▶ Level set expectations
- ▶ Hyper-focused on their experience

Alternative Paths

- ▶ CBE to gain skills/competencies
- ▶ Increase in student engagement and retention

About University of Mary

- ▶ Located in Bismarck, ND with extension sites in ND, MT, KS, AZ, & Rome, Italy
- ▶ Christian, Catholic, & Benedictine
- ▶ Founded in 1959
- ▶ Doctoral/Professional Awarding
- ▶ 58 undergrad majors, 12 master's programs, 4 doctoral degrees
- ▶ 2019-20 Total Headcount: 3779
- ▶ Offer traditional programs as well as adult/distance ed programs



Personalization at University of Mary

Distinct Student Populations



Recruitment
Strategies



Advising
Strategies



Retention
Strategies

Advising by Student Type

- ▶ Advising experience is based on student type and individual goals
- ▶ Leverage both faculty and professional advisors
- ▶ Segmentation of incoming freshmen enables implementation of multiple advising strategies
- ▶ Adult population delivery modality is tailored to suit their needs
- ▶ Life interruptions are taken into consideration
- ▶ Concierge type of advising service to ensure no student falls behind

Gaps in Personalization Efforts

- ▶ Blind spots will exist
- ▶ Some student segments may have similar needs such as course delivery/modality
- ▶ Allocation of resources to serve the needs of different student populations

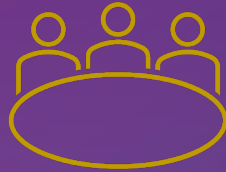
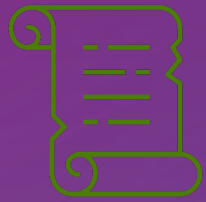
Leveraging Data to Drive Student Success

A person is sitting at a desk, looking at a computer monitor. The monitor displays various data visualizations, including line graphs and bar charts. The person is wearing a light blue shirt and glasses. The background is a blurred office environment. The image has a green tint.

Predictive
Modeling

Intervention
Plans

Removal of
Functional
Barriers



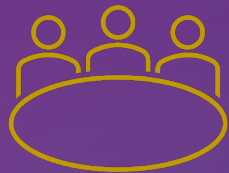
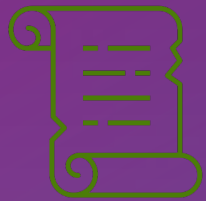
Data Governance at University of Mary

From Zero...

- ▶ Legacy issues
- ▶ Weak IT Infrastructure
- ▶ Bad/Non-Existent Data Management Culture
- ▶ Shadow Databases



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Data Governance at University of Mary

To Sixty...

- ▶ Data Standards Committee formed
- ▶ Data Warehouse
- ▶ Jenzabar Retention



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Coming Together for Student Success

Culture

- ▶ Common definition of student success
- ▶ Alignment from the top down

Know Your Students

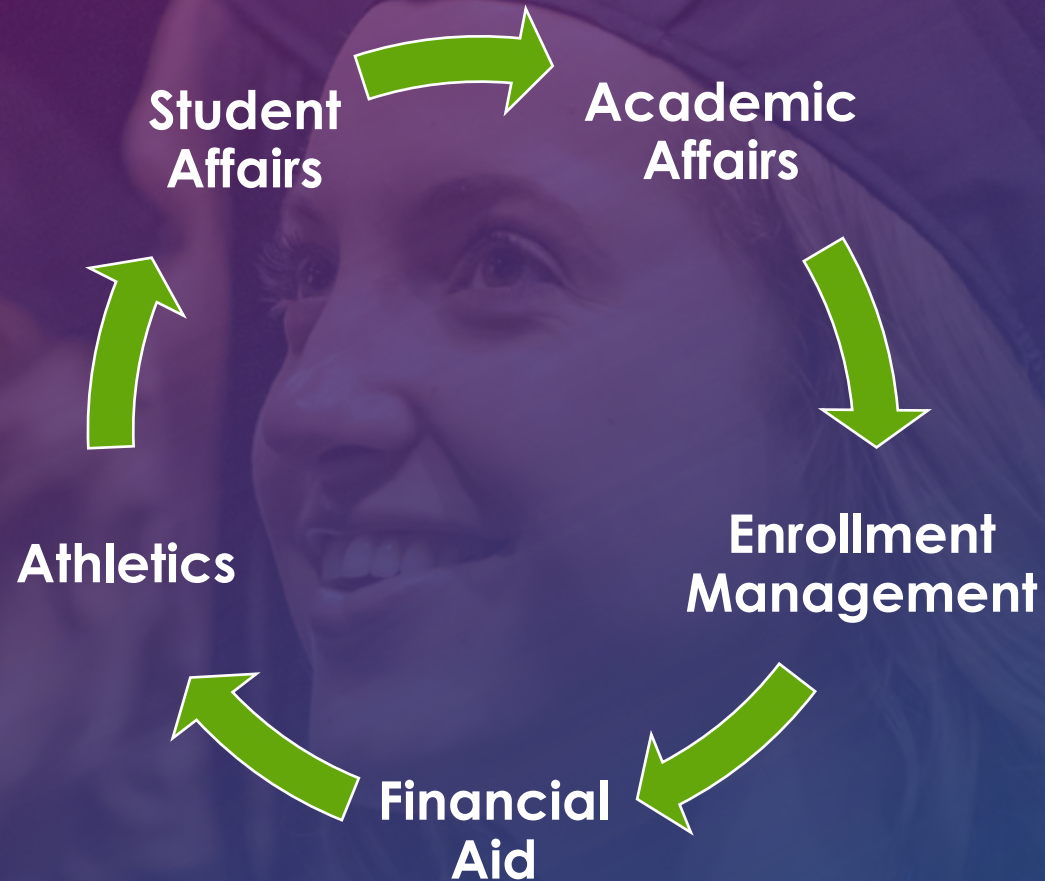
- ▶ Cohorts
- ▶ Needs/goals
- ▶ Desired outcomes
- ▶ Desired campus experience

Identify Bottlenecks

- ▶ Competing mandates
- ▶ Process improvements
- ▶ Transparency

Collaboration at University of Mary

Retention Committee



Technology to Empower Student Success



Jenzabar **Analytics**

Data Cloud
Financial Analytics Model
Program Economics Analytics Model



Jenzabar **Chatbot**



Jenzabar **eLearning**

Attendance
Online Meeting



Jenzabar **Enrollment**

Admissions
Recruitment



Jenzabar **Finance**

General Ledger
Budget
Accounts Receivable
Purchasing
Accounts Payable
Fixed Assets



Jenzabar **Financial Aid**



Jenzabar **Fundraising**

Advancement
Development



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Student Life
Events



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Student Success Survey
Early Alerts

For more information, please email
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Q&A



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Have a question for our presenters? Submit it through the [Q&A](#) at the right.

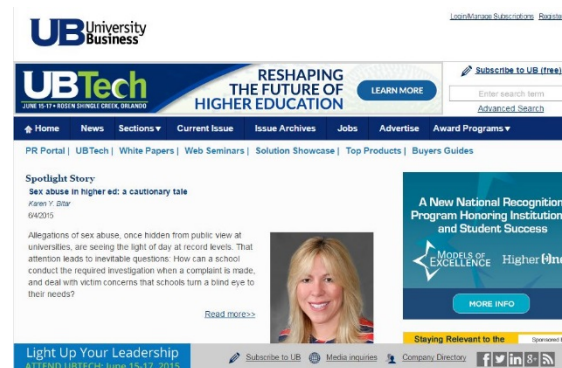


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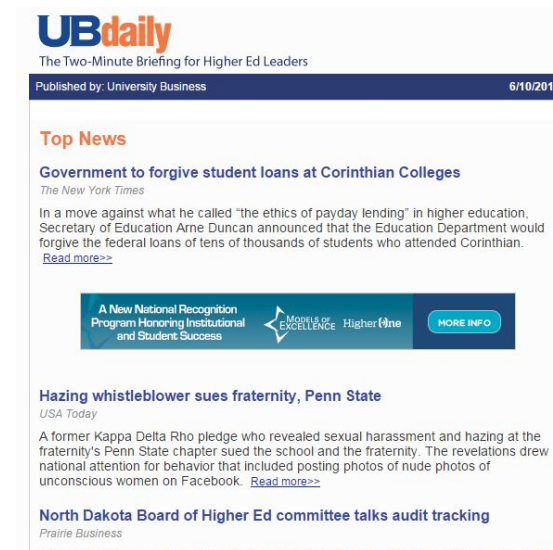
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